

ABSTRACT OF THE INVENTIONS

5 A mobile wireless communication device, for example a cellular
handset, for selecting communication services and methods therefore, based on
user specified communication objectives related to characteristics of
communications executed by the device. The user specified characteristics are
used to assess a plurality of communication services by comparing the specified
characteristic with corresponding service characteristics of each of a plurality of
available communication services. A communication service is selected from the
plurality of communication services having service characteristics that correlate
most closely with the specified characteristics of the communication executed by
the device.